

FORD CAR PRODUCTION ECLIPSES ALL RECORDS

If Ford Were Placed Half-Mile Apart, They Would Circle the World

DETROIT, MICH., August 8.—Three years ago if you had told any one that a single automobile company would build more than 200,000 automobiles in a year, that person would have thought that probably you were talking about a man who had been allowed to run at large, as you might suddenly become a victim of the Spanish-American war. The Ford Motor Company has done better than reach the 200,000 mark. It has built and sold 223,194 from October 1913, up to July 1, 1914.

In other words, an average of better than 22,000 cars have been built and sold every month for the first nine months of the company's fiscal year. Last year's production of Fords was about 125,000 cars. This mark was passed by this year's production in the middle of May.

It is almost impossible to conceive of 200,000 automobiles. Only by comparison may one really grasp what this huge figure means. If all the Ford built and sold so far this year were placed in line a half mile apart, they would reach around the world four times.

If the entire population of the cities of Detroit and Baltimore were to hold a joint picnic, the Fords built this year could easily take all the people to the picnic grounds in trip after trip. The years' Fords could carry three armies the size of the American army in the Spanish-American war. Or they could carry at one trip nearly half of all the men that fought in the Civil War.

Or, getting at it from another angle, the total horsepower of the motors in this year's production of Fords is more than twice that of the developed horsepower of all the developed nations of the world. The power developed by the dam on the Mississippi at Keokuk, Ill.

It is said that the tendency nowadays is to take the burden of the man and put it on the machine. A man can be a pretty good athlete to be capable of exerting one-fifth horsepower. If you can translate horsepower into manpower, but, according to this basis, the total horsepower of the cars built and sold by the Ford Motor Company this year is six times greater than the combined power of all the men engaged in the Civil War.

MOTORCYCLE ROAD PLOW

Where there is a great deal of clay or mud, a plow may be made for the motorcycle, which will be of sufficient utility to be worth the trouble. Form two flat pieces of metal into an acute angled V and fasten these to the underside of the front fender. The thickened metal of the fastening should be such as to bring these down to within one-half inch of the tire. The V-shaped piece of metal should be fastened—D. R. Hobart, New York City.

GOOD GASKET MATERIAL

Being bothered greatly by the asbestos gasket on a gasoline engine, I have found out a way to make one of ordinary wire screen of the same size and shape, placing this below the asbestos. The latter being soft, the wire screen becoming imbedded in it. This will prevent any kind of a blowout, and is equally useful for exhaust pipe or other gaskets used on automobiles.—D. R. Frick, Chambersburg, Pa.

AN EASY WAY TO LOCK A CAR

A very simple way to lock an automobile is to secure a piece of stout chain, just long enough to go around the spark and throttle levers and a spoke of the steering wheel, and then by turning the wheel as far as it will go in either direction and locking the chain in place, the car is protected. The spark and throttle levers should both be shut off before attempting it. These may be moved slightly, but not enough to allow running the car.—Curts F. Haas, Kansas City, Mo.

MAXWELL RACERS WIN EVENTS AT VANCOUVER

Before a large and speed loving crowd at the Alhambra Park Speedway, Vancouver, B. C., Hughie Hughes, in a Maxwell racer, won the event for cars of 40-horsepower displacement. Hughes drove with his customary daring, and finished with a comfortable lead. Billy Carlson, in another Maxwell racer, captured two out of three heats in the "free for all" open race. In the final heat Billy won the plaudits of the crowd by his grandstand finish, when he let out on the last lap, and won what seemed to be a hopeless race. A telegram from E. A. Moross, manager of the Maxwell racing team, to the Maxwell Motor Company of this city, announced that his cars won the only events that they started in. The Maxwell team, composed of Hughes, Carlson and Fritz, will ship from Vancouver to Seattle, Mont. and Salt Lake City. Their next important race is at Elgin, Ill., August 21-22.

URGES DISTRICT MOTOR TAX

WASHINGTON, D. C., August 8.—The District Committee of the House of Representatives has reported favorably the bill recently introduced by Congressman Page of North Carolina, levying a special tax on motor cars in the District of Columbia. This tax will range from \$5 to \$10 per annum, according to the horsepower of the car. A strong protest against the bill was made by W. W. Duvall, president and counsel of the Washington Motor Association, and by S. V. Hayden, counsel for taxicab companies. Duvall argued that Washington motorists already are heavily taxed in the payment of license fees, personal taxes and taxes to the States of Maryland and Virginia, and that additional taxation would be unjust and discriminatory. Congressman Page contended that the motorist of the District of Columbia is hit by taxes than the District of Columbia, and the committee made prompt report. The bill will go on the House calendar, but it is improbable that it can be reached at this session.

ALLPORT TALKS ABOUT THE CHALMERS' MEETING

The season just closed has established the fact that the Chalmers car is the favorite of the country. Among quality cars at medium prices," says E. Allport, local representative of the Chalmers Company, who has just returned from a big convention of the Chalmers selling organization. "I have been in connection so enthusiastically with the 500 Chalmers dealers with whom I have spent the last week. For the first time in the country ever the past season has brought wonderful increases in business. The Chalmers Company has sold more cars with a greater percentage of sale than during any previous season. Some of the largest dealers in all parts of the country report increases of from 10 per cent to 150 per cent in their sales. Our own territory was not the exception, but the general rule. I found during the Chalmers convention, 'What even one of my customers might have attended this convention and gotten the same inspiration which I did.'"

The Richest of Women.
The total contribution to the German war relief fund by the family and firm of Krupp amounts to more than \$2,000,000. The annual income of Frau Bertha Krupp, whose father, the late Alfred Krupp, died in 1902, exceeds \$5,000,000. Her direct employees number 40,000, and she owns Essen, which has 250,000 inhabitants.

Here's a Cranking Lesson

It is frequently useful in starting a stiff compression to "rock" the starting crank back and forth. This serves the purpose of loosening somewhat the film of oil between pistons and cylinders, and also enables the man to get up some little momentum before he takes the crank in the center. Care should be taken in doing this "rocking," however, to not make it excessive. When the spark is retarded, as it is for starting, there is danger that an excessive swing may carry the flywheel through the number of degrees necessary for ignition, and a back kick may result.

STUDEBAKER DEALERS USE CARS IN HOMEBOUND TRIP

Feature of Initial Appearance of New "Four" and "Six" New Motorings

A series of automobile tours on a scale hitherto unapproached in motoring history is now in progress, featuring the appearance of the first of the new Studebaker "Four" and "Six" models, and the deliveries of demonstration cars to the thousands of Studebaker dealers in various parts of the country.

In order to get these cars into the hands of the dealers at the first possible moment, railroad shipments are being sent each of the Studebaker branch centers in an appointed time and drive their cars home, thus avoiding the delay which might ensue, were they to wait for the doubtful schedule of railway freight trains. Tours of this nature are being taken place from New York, Boston, Atlanta, Philadelphia, St. Louis, Dallas, Kansas City, Omaha, Los Angeles, Minneapolis and Portland.

In the territories within reaching distance of Detroit, these tours are starting at the Detroit plants, dealers preserving a united line of travel until the branch center is reached, where they scatter to their homes.

The novel plan of distribution has also enriched the motoring dictionary with a new word, "drive-aways." This is the term coined by L. J. Oller, Studebaker sales manager, under whose direction the entire plan has been evolved.

The largest of these "drive-aways" up to date has been that of the dealers tributary to the Chicago branch, nearly 200 of whom came to Detroit in a special train, picking up a big Indiana delegation at South Bend. They received their cars in the factory yard, and left a deep "Safety" trail, 15 miles long the first afternoon, stopping for the night at Kalamazoo. The next day's run was all the way to Chicago, the pacemaking "Six," driven by Milburn Studebaker, with Manager Fearsall of the Chicago branch, as pilot, leading the procession into the Western metropolis at 5 o'clock, after averaging almost exactly thirty miles an hour for the entire distance.

Most of the route had been without rain for three weeks, and in many places the cars plodded through Michigan sand at its worst, the run giving the dealers an excellent chance to wax justly enthusiastic over the new car's power and pulling ability.

Despite the scope of this tour, which in number of participants and distance covered, made it the largest in the history of American motoring, there was remarkable freedom from accident or other trouble.

Staff correspondents of virtually all the Chicago papers took part in the tour, as well as newspaper men from many parts of Indiana, Illinois, Wisconsin and Iowa.

An interesting feature of the tour was the participation of H. J. "Fog" Wilson, Studebaker dealer at Algona, Iowa, who drove a Studebaker "Six" in the front rank all the way to Chicago and thence to his home—a total distance of 850 miles—unhindered by the fact that he has but one leg.

MARSDEN TO SUPERINTEND MAXWELL SALES IN STATE

Through the establishment of a State distributing agency in Richmond for the Maxwell cars, another important feature has been added to the local automobile industry. Mr. Marsden, in charge of the Maxwell sales in the State of Virginia, has arrived in Richmond to superintend the general tendency of the sale of the Maxwell cars in the State of Virginia. Mr. Marsden is an experienced motor car man, and will maintain the high standard of the Richmond agencies throughout the State.

BALL-BEARING KINK OF VALUE

In assembling some ball bearings, it is difficult and sometimes impossible to hold the balls in place until the cone can be put in position. In this case there is a kink of value. The cone is put in place, and the ball is held in place until the bearing is assembled.—F. E. Keller, Hailam, Neb.

DURHAM'S NEW BANK BUILDING

First National Bank Has Contracted for Quarter-Million Dollar House to Ornament Town.

DURHAM, N. C., August 8.—The awarded contract for the construction of a modern bank and office building, a portion of which is to be equipped for its own use. This building will be eight stories and basement, 100x60 feet, with steel frame, and of fireproof construction. The walls in the banking department will be of marble, and all doors of hardwood. The structure was designed by Milburn H. Foster & Co., of Washington, D. C., and general contract was awarded to the George Barber & Ross, of Washington, who have contracted for the steel work and the American Machine Company of Charlotte, N. C., for heating equipment. The building will cost \$250,000.



The Jones Motor Car Co., Inc.
Allen Avenue and Broad. Randolph 463

Geo. C. White & Son
406-405 N. Fifth. Med. 2322.

WESTERN AUTO DEALERS PLEASED WITH PROSPECT

Bumper Crops of Wheat and Corn Gives Prosperity, and Farmers Are Investing in Motor Cars.

Early prophecies of a record automobile business among the Western farmers during the next twelve months are confirmed by government crop reports. In that section of the country the volume of motor car sales depends almost entirely upon agriculture.

"Overland distributors throughout the West are enthusiastic over the prospects of a busy season after harvest is over," says John N. Willys, president of the Willys-Overland Company. Never before have conditions been so uniformly favorable for the farmer from coast to coast and lakes to gulf. There is a bumper crop in wheat. Corn is well above the ten-year average, hay is abundant, pastures are green, cattle is bringing a good price, and there is an air of prosperity throughout the rural districts which rises superior to legislation and business pessimism.

"This condition means many more automobiles for the farmers. The time has passed when every farm road seemed at the sight of a motor car, even in the thinly populated districts. Automobiles have become a rural necessity. They are considered indispensable by the more prosperous class of farmers. With a motor car the farmer who lives ten miles or more from town is practically as independent as the man whose house is just outside the city limits.

"In four years Kansas alone lost 70,000 horses. During the same period the State gained 20,000 automobiles. Of these, almost three-fourths are owned by the farm population. Many of the big farms in Western Kansas do not use more than half a dozen horses today. Instead of the forty or fifty they were forced to keep a few years ago. Automobiles, motor trucks and gasoline tractors have taken their place.

"The American farmer not only has come to realize that he can enjoy, but demands the better things of life just as much as the man of the city. Just at present he is busy threshing and gathering in the big crops. He is up at daybreak and works till dusk, but in the evening you will often find him taking an automobile spin through the country before bedtime.

"After the harvest is over, a number of farmers and their families congregate in Hutchinson, in the heart of the Kansas wheat belt, where they start a two or three weeks' automobile tour into the mountains of Colorado. It is simply a 'gas-and-vacation' affair with no one seeking to reach the destination ahead of the others. It is more after the fashion of a motor caravan. If one car gets into difficulties, the others stop and help. Last year about sixty cars made the trip, and this year many more are expected.

"Good roads have helped the farmer greatly from a mere financial standpoint, but already they have more than paid for themselves in the real pleasure and recreation they enable him to get from his automobile."

AMERICAN CARS SEIZED BY FOREIGN POWERS

DETROIT, MICH., August 8.—Several local motor car manufacturers received advice by cablegram from European countries informing them that government officials have taken possession of the stocks of cars at the branches and representative of the manufacturers. One of the first messages to that effect was received by the Packard Motor Car Company, from its Paris branch manager. The governments will pay for the cars after the war, but will fix the price which they think ought to be considered acceptable.

General Manager Alvan Macaulay, of the Packard Company, in commenting about the situation, said: "We ordered our Paris branch closed, as all our employees who are French have gone to their regiments and as there could not be any business conducted under any circumstances. 'I believe this gives the American motor car manufacturers an exceptional opportunity to expand their business in Australia, South America and other foreign countries outside of the war zone. For a long time the European motor car builders will not be in a position to do any foreign business at all, and as a very large percentage of the cars in those foreign countries are of German and French construction, it should make it possible for the American makers to get a big part of that business."

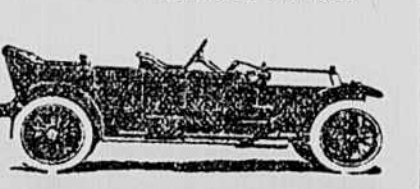
Several local concerns are reported to have been approached by foreign governments to supply them with trucks and other vehicles to be used for army purposes. None would confirm the report, but one stated that even if it were true they could not accept the offer, as in the first place it would constitute a breach of neutrality by the United States if the government allowed material for war purposes to be shipped out of the country, and, secondly, because the trucks could not be shipped, as no shipping company would take the risks.

Inquiries for a large number of trucks for immediate delivery in Europe have been received by the Federal Motor Truck Company, which has asked the United States government for advice as to whether the trucks could be shipped under the declaration of neutrality.

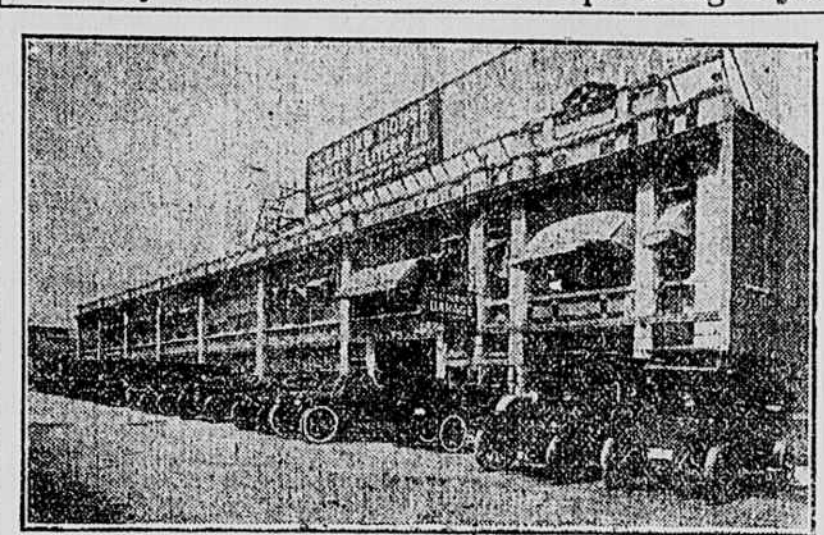
Information obtained by the Detroit Board of Commerce shows that among the forty big local manufacturing concerns which have received cable instructions to withhold all further shipments to Europe are the manufacturers of the Chalmers, Ford, Hudson, Hummer, Kirt, Lozier, Packard, Saxon and Studebaker cars, and of the Continental motors.

Every one who rides in the new 1914 Cadillac recognizes that its well-known smoothness has been supplemented by an entirely new riding quality, all due to the famous two-speed rear axle, which endows the 1914 Cadillac with even greater smoothness and flexibility than a six, employing the ordinary gear ratio.

The real worth of the Stutz cannot be questioned. It has been proven time and again in severe tests and grueling speed contests with the world's most carefully built racing cars, as well as in the marathon of daily service by the user.



"Nobby Tread" Tires Lower Operating Cost



The picture above shows the Taxi Service Garage, in Boston. The fleet of cars are all equipped with "Nobby Tread" tires. In all parts of the United States men who run automobiles as a business find that "Nobby Tread" tires reduce operating cost. The fact that the "Nobby Tread" tire resists punctures so well adds to its popularity with men to whom punctures cause the loss of several dollars' income.

DETROIT'S BIG 1914 BUSINESS

DETROIT, MICH., August 8.—During the first six months of 1914 a total of 44,500 carloads of motor cars have been shipped out of Detroit, the total number being estimated at 139,125. During the twelve months of 1913 the total number of carloads of motor cars shipped by Detroit manufacturers was 126,459, the number of cars shipped in them being estimated at 252,412. Thus, in six months of this year, the number of carloads of motor cars handled by the railroads running into Detroit amounts to nearly 67 per cent of the total they handled all last year. The 5 per cent increase in freight rates accorded the railroads by the Interstate Commerce Commission for the territory between Buffalo and Pittsburgh and the Mississippi River, affects specially the Detroit manufacturers, according to Traffic Expert A. T. Waterfall, of the Detroit Board of Commerce, who stated that about 60 per cent of the total tonnage of the railroads running in and out of Detroit concerns coal and coke, which are among the commodities upon which no increase of freight has been allowed, while of the remaining 40 per cent of tonnage, the motor cars come in for the larger proportion.

DUST SHIELD FOR ENGINE

By fitting a light wooden or sheet metal shield back of the usual cooling fan, but in front of the motor, all of the dust which is drawn through the radiator tubes by the motion of the car and the swirl of the fan will be deflected so that none of it will reach the engine parts. This is equally effective in keeping water, spray or any liquid from the engine, which might do harm at the magneto or elsewhere in the ignition system, from reaching these parts.—John V. K. Lewis, Bristol, Conn.

EUROPEAN WAR FELT BY AUTO MANUFACTURERS

CHICAGO, August 8.—War in Europe undoubtedly will upset the calculations of many in the motor industry who have counted on a big export business for the season of 1915. The American car was just beginning to secure a foothold in Europe, and Yankee manufacturers were finding that they could give competition to their rivals across the water. Even if the war is short lived, the effects still would be disastrous, and it will take several years before American manufacturers to get back to where they were not more than a week or so ago.

But there is no great loss without small gain, and if Europe is closed as a market to us, still there remains South America, the Antipodes, Japan and other countries where Americans now will have a clear field. With the cessation of the European manufacturers removed, this opportunity undoubtedly will be taken advantage of, and the motor products of the United States ought to be firmly entrenched in these far-off lands before European peace is declared.

The war also will have its effects on motordom in other directions. There will be no American motor parties making tours through Europe, and, of course, these sightseers will have to listen to those who have been insisting that they see America first. The trouble also will likely cause the abandonment of the fall trip of the Society of Automobile Engineers, although it has been decided to await developments before discussing the matter further.

Caught in the European war trap are many Americans prominent in the American motor industry, among them being John N. Willys, president of the

THE GOODRICH BUCKET

"It's a fine, strong bucket, but you've got to have a tree handy to hold it on." This was put up to F. H. Harris, sales manager for auto accessories of the B. F. Goodrich Company, Akron, O., recently.

Mr. Harris promptly filed the Goodrich rubber bucket under discussion with the two and a half gallons of water it can hold, and set it on the floor. The bucket stood alone.

"You see," said Mr. Harris, "this is a bucket a motorist can put away in a small space—it folds up to about half an inch of thickness. But if the user is miles from a hook or tree, he can set it on its own bottom without fear of its collapsing, when filled."

"We are finding that it is a popular device for campers, sportsmen, and others, too, as well as motorists. It doesn't take up any more room than a folded bathing suit, but holds two gallons and a half and is as useful

as if made of wood or metal, and twice as handy."

"It has a strainer, spout, which makes it valuable in filling a hot radiator and it has no springs or metal parts to rust. The water pressure on the rubber does away with all this. As the man to whom I demonstrated it, 'stand alone' qualities said, 'it is considerable bucket.'"

NEW YORK FLAGGING TRAFFIC

NEW YORK, August 8.—Regulation of traffic by means of flags has been tried out in New York City on Fifth Avenue. A traffic officer at Fifth Avenue and Forty-second Street was the key to the situation during the test, by raising a flag the direction of traffic was indicated and the same signals were given on other corners within view of the man with the flag, thus causing traffic to flow north and south at the same time, and east and west at the same time on streets within the signaling area.

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REGAL

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It's the old story of "the proof of the pudding." You may have a pretty well-defined idea of what your car ought to be. You won't realize what it really can be until you've seen and ridden in the new Regal. Plenty of room for five people; plenty of power to take them anywhere with ease—and a car that will stand comparison for looks with any car at any price. The new Regal is the car you've hoped to own, at a price you can afford to pay.

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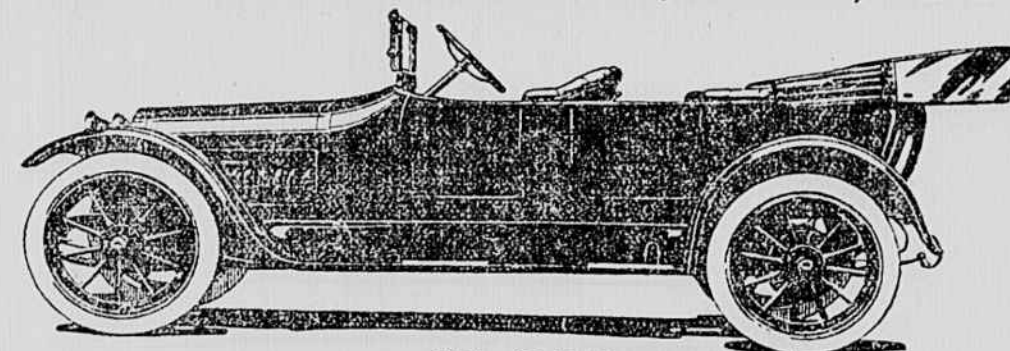
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\$1,085

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The Beautiful New Maxwell "25"

New Price
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The Sensation of the Automobile Year

The biggest automobile value ever offered for less than \$1,000. Our production of 60,000 cars makes the new price of \$695, fully equipped (with 17 new features) possible.

Built complete by three gigantic Maxwell factories at Detroit, Dayton and Newcastle. The 1915 Maxwell "25" is the easiest car in the world to drive, the greatest all around hill-climbing car in the world, an automobile to be really proud of. Powerful—fast—unusually graceful and beautiful in its lines—roomy, comfortable and completely equipped with top, windshield and speedometer. The 1915 Maxwell at \$695 has more high priced car features than ever put in an automobile before for less than \$1,000.

Maxwell Motor Car Company,
1629 West Broad Street, Richmond, Virginia

With 17
New Features

With 17
New Features